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WE MEAN BUSINESS

A Directory of Resources for Business and Industry

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A Publication of the
University of Massachusetts Amherst
and
Western Massachusetts Electric Company

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Dear Reader:

This directory describes the principal UMass Amherst outreach programs in a single publication, along with contact names and telephone numbers. It is published by the campus Office of Economic Development (OED). Let us know how well the format and content meet your information needs by calling or e-mailing the staff at the address listed on the inside back cover.

The *We Mean Business* directory also conveys the 'story' of the extensive and still growing connections between business, industry and University faculty, staff, students, and technology. From these connections comes the positive impact of the University on the economy of Massachusetts and the region, and in equal measure, the practical learning and research applications which deepen the University's own knowledge.

Note that this edition of the directory contains the first listings for *Mass Ventures* and for the *Manufacturing Partnership*. Both are nonprofit corporations which were established to create and strengthen businesses, each in very different ways, in our home region of Western Massachusetts. In each case the business leadership of those corporations is essential to their missions and enhances the University role.

We appreciate our external partners' contributions in knowledge and in funding. Together we are building a more vital Commonwealth and investing in the future of Western Massachusetts.

Sincerely,

David K. Scott
Chancellor

Introduction

The Office of Economic Development (OED) makes connections between business, industry, and other organizations and University faculty, staff, and technology on the Amherst campus. Its goal is to increase the positive impact of the University on the economy of Massachusetts and the region.

The *We Mean Business* directory facilitates this connection by describing the principal UMass Amherst outreach programs in a single publication, along with contact names and telephone numbers. Let us know how well the directory serves your needs.

A more integrated connection is possible through *University Partners,* a membership program for companies and agencies with substantial interest in the University's research programs and facilities.

The Massachusetts Ventures Corporation is a long-term partnership among the University and the Western Massachusetts business community and the Commonwealth, incorporated in September 1994. Its goal is to help start and grow technology-based ventures in the Pioneer Valley through

* investing in and providing counseling for the commercial development of technology generated from research at the University and other colleges and businesses;
* facilitating the creation, development, and relocation of high-growth, early-state ventures which have the potential to make a significant contribution to the region's economy;
* developing a regional venture capital fund and other financing tools.

For information on these programs or for other questions, contact Jaymie Chernoff, director of the Office of Economic Development, tel. (413) 545-4516; Fax: (413) 545-3754; E-mail: chernoff@admin.umass.edu.

Biotechnology Program

The Biotechnology Program promotes entrepreneurial initiatives and ensures the efficient transfer of technology to industry. UMass Amherst is committed to sustaining the growth of biotechnology, and is strongly positioned for this role through the caliber of its faculty and graduates and the breadth of its research projects in the life sciences.

Many industry-supported projects, along with new projects soon to be initiated, are expected to generate valuable biotechnology. Among the research areas currently supported at UMass are:

* biochemistry: protein-DNA interactions; signal transduction
* molecular and cell biology: developmentally programmed cell death
* molecular genetics: proteins in bovine milk
* neurobiology: effects of drugs on neural development
* immunology: anti-idiotype based vaccines
* virology: host cell-virus interactions
* microbiology: immunoassay of chemicals in the environment
* environmental biotechnology: biological control agents
* entomology
* plant biology: polymer production in plants, plant chromosome mapping
* veterinary and animal science: gametogenesis and embryogenesis in mammals; chromosome mapping in farm animals

Service provided:	Research and consultation
Performed by:	UMass biotechnology faculty and graduate students
Fee:	Varies
Contact:	Dr. Frank Cannon Director, Biotechnology Program 435 Morrill Science Center North University of Massachusetts Box 35725 Amherst, MA 01003-5725
Phone:	(413) 545-4449
Fax:	(413) 545-1812
E-mail:	jtirrell@biotech.umass.edu

Center for Counseling and Academic Development

The Center for Counseling and Academic Development (CCAD) administers national testing programs such as the College Level Examination Program (CLEP) and the Miller Analogies Test (MAT). In addition, CCAD offers a controlled site for secure, decentralized testing for outside organizations. Limited consulting is available for areas related to education evaluation, personnel selection, and instrument development.

Service provided:	Administration of national testing programs, consulting service
Performed by:	Center psychologists, therapists, education specialists
Fee:	Varies
Contact:	Dr. Simon V. Keochakian Center for Counseling and Academic Development 123 Berkshire House University of Massachusetts Box 30620 Amherst, MA 01003-0620
Phone:	(413) 545-0333
Fax:	(413) 545-2699

Center for Economic Development

The Center for Economic Development (CED) assists cities, towns and organizations in retaining their employment base. Sponsored in part by the U.S. Economic Development Agency, the CED in the last two years has provided technical and training assistance on economic development matters to more than a hundred communities across Massachusetts.

CED also undertakes research projects on regional, national, and international scales. Recently, faculty associated with CED have worked in Russia, Portugal, and Cuba.

Some of CED's recent local projects include:

* Feasibility studies for:
  an aquarium in New Bedford
  re-use for old mill buildings in Springfield and Easthampton
  the Dr. Suess Trail project in Springfield
* Overall Economic Development Programs for Amherst and the Montachusett Region
* Municipal databases and inventory projects.

Service provided:	A wide range of expertise and skills designed to help clients retain their employment base, including (but not limited to) industrial master plans, marketing and demographic analysis, tourism studies and plans, economic base studies and feasibility and building re-use studies
Performed by:	Six UMass faculty, three staff members and graduate students
Fee:	On average, $3,500 per project; however, in extreme cases, part of the fee can be waived
Contact:	Center for Economic Development 109 Hills North University of Massachusetts Box 34030 Amherst, MA 01003-4030
Phone:	(413) 545-6628
Fax:	(413) 545-1772

Center for Manufacturing Productivity

The Center for Manufacturing Productivity provides small and medium-sized manufacturing businesses with comprehensive and integrated assistance in management and engineering through the expertise of UMass faculty in the School of Management and College of Engineering.

Small and medium-sized businesses make up the largest portion of the manufacturing industry in Western Massachusetts. These companies need modern management techniques and production technologies to stay competitive in the global marketplace, but such services can be very costly. That's where the CMP can help.

The CMP also offers workshops on the latest developments in management, engineering, and research and development. Companies can request on-site consultation and training sessions to implement workshop concepts in their businesses.

Service provided:	On-site consultations, specialized industrial projects, generic research projects and education and training designed to improve manufacturing productivity through modern management strategies and production technologies
Performed by:	CMP staff; UMass faculty and graduate students in engineering and management
Fee:	Varies; some services free; 50 percent cash match usually required for individually negotiated projects
Contact:	Thomas Blake Center for Manufacturing Productivity Engineering Laboratory Building University of Massachusetts Box 32210 Amherst, MA 01003-2210
Phone:	(413) 545-5676
Fax:	(413) 545-1814

Center for Tourism Research and Management

The Center for Tourism Research and Management (TRAM) assists in the development and management of tourism for the social, cultural, and economic benefit of the Commonwealth. On a fee-for-service basis, TRAM can conduct economic, social, and cultural impact studies and can provide hospitality service training workshops for public and private businesses, organizations and communities involved in tourism, or those who would like to develop tourism opportunities as a means of economic development.

The Massachusetts tourism industry has an economic impact on the state of about $12 billion and employs more than 200,000 people who work in hotels, restaurants, museums, attractions, gift shops, and related businesses. As an emerging leader in the area of economic development, tourism provides some unique challenges for both rural and urban communities.

Service provided:	Economic, social, and cultural impact studies; hotel and restaurant feasibility studies; marketing and consumer trend studies, and hospitality service training workshops
Performed by:	Faculty and students from the UMass Department of Hotel, Restaurant and Travel Administration
Fee:	Varies according to service provided
Contact:	Linda Lowry, Director Center for Tourism, Research and Management Department of Hotel, Restaurant and Travel Administration University of Massachusetts Box 32710 Amherst, MA 01003-2710
Phone:	(413) 545-4041
Fax:	(413) 545-1235

Center for UMass-Industry Research on Polymers

The Center for UMass-Industry Research on Polymers (CUMIRP) promotes industrial innovation in polymer science and engineering through cooperative research between industry and the University. Industry polymer scientists work jointly with UMass faculty to plan and oversee CUMIRP's research activities. Results of the consortia's research are incorporated into the industry participants' own research and development programs.

Members join CUMIRP for many reasons, such as increasing competitive advantage, keeping up with new research, being able to consult with internationally renowned faculty, and expanding research capacity through pooled funding. Current members include Dow, duPont, Eastman Kodak, Exxon, General Electric, Hoechst-Celanese, Markem, Monsanto, N.S.F., Rohm and Haas, and the Army Laboratories in Natick and Watertown.

CUMIRP encourages more participation from medium- and small-sized companies. Companies are guaranteed a license to any UMass patents produced by the Research Cluster. With the completion in 1994 of the $57 million Silvio O. Conte Center for Polymer Research, the largest polymer research facility in the nation, UMass has a state-of-the-art facility to conduct cutting-edge research.

Service provided:	Research and consultation
Performed by:	UMass Polymer Science and Engineering faculty and adjunct faculty in Chemistry, Chemical Engineering, Biology, Biotechnology, and Molecular Biology
Fee:	Varies
Contact:	E. Bradley Moynahan CUMIRP Director Department of Polymer Science and Engineering Silvio O. Conte National Center for Polymer Research University of Massachusetts Box 34530 Amherst, MA 01003-4530
Phone:	(413) 545-3058
Fax:	(413) 545-0082
E-mail:	cumirp@polysci.umass.edu

Chemical Process Design and Control Center

The Chemical Process Design and Control Center focuses on applied research in the design and control of chemical processes. Some of the center's activities of interest to business and industry include advanced computer methods for design of new processes, re-design of existing processes, and the design of control systems to meet new requirements such as product quality or waste minimization.

Regular on-campus meetings update sponsors on recent research results and provide opportunities to meet faculty, students, and others interested in process design and control. The center's spring meeting usually includes a one-day workshop in the area of interest to the sponsors.

The center receives no direct government support. Contributions from sponsors – which include Eastman Chemical Co., E. I. duPont Co., Union Carbide Chemicals & Plastics, Unilever Research, G.E. Plastics, and Mitsubishi Kasei Corporation – supplement government and industrial research funding of the faculty.

Service provided:	Research in chemical processing
Performed by:	UMass chemical engineering faculty
Fee:	Approximately $30,000, depending on level of participation in the center
Contact:	Michael F. Malone Professor of Chemical Engineering 159 Goessmann Laboratory University of Massachusetts Box 33110 Amherst, MA 01003-3110
Phone:	(413) 545-2507
Fax:	(413) 545-1647
E-mail:	mmalone@ecs.umass.edu

Community Health Assessment

The School of Nursing conducts communitywide health assessments for communities in Western Massachusetts, including Worcester County. Priority public health needs are identified and health promotion programs developed. Grants are written and submitted to funding agencies which administer the funds through local health, social service, and educational agencies.

Over $200,000 in funding for agencies such as the American Red Cross, school districts, community coalitions, and advocacy groups have supported programs to address AIDS prevention, health promotion, and recreation for disadvantaged youth.

Service provided:	Community health assessment and program planning and grant writing
Performed by:	Undergraduate students (assessments); graduate students (grant applications)
Fee:	None
Contact:	Dolores J. Shapiro School of Nursing 321 Arnold House University of Massachusetts Box 30420 Amherst, MA 01003-0420
Phone:	(413) 545-5083
Fax:	(413) 545-0086
E-mail:	shapiro@nursing.umass.edu

Computer Science-Industry Collaborations

The Department of Computer Science at UMass supports some of the most advanced research in the world in artificial intelligence, computer vision, distributed computing, software engineering, and other fields. Ranked among the top four or five university computer science departments in the nation in total annual research funding, the department has created an innovative model for university/industry collaboration and technology transfer.

Computer Science Industrial Affiliates Program

The Computer Science Industrial Affiliates Program (IAP) coordinates and develops a variety of innovative activities with member corporations. In addition to educational and recruitment opportunities, IAP member organizations also enjoy:

* access to innovative research via focused workshops and short courses
* better opportunities to recruit top Ph.D., M.S. and B.S. graduates
* complimentary copies of the Computer Science Department's technical reports published by faculty and students
* invitations to all of the department's colloquia, lecture series, and the Annual Research Review for Industry.

In addition, affiliation with the Department of Computer Science facilitates formal research and educational benefits that can provide members with access to laboratory facilities for testing software and equipment, consultations with leading researchers, educational programs designed for company employees, and development of long-term research on targeted areas.

Center for Real Time and Intelligent Complex Computing Systems

Established to provide interdisciplinary research between the University and industry on problems associated with large complex systems, the Center for Real Time and Intelligent Complex Computing Systems (CRICCS) addresses problems relevant to both industry and computer science. Research at CRICCS is focused on the needs of the next century. The current research on applications include real-time process control and cooperation among autonomous agents, intelligent information retrieval, natural language processing, and distributed computing networks.

Applied Computing Systems Institute of Massachusetts, Inc.

The Applied Computing Systems Institute of Massachusetts (ACSIOM) accelerates industry applications of university research and development and provides education and training to researchers outside the University.

A private, non-profit corporation, ACSIOM provides services which include the development, commercialization, marketing, distribution, licensing, and support of the results of basic research; educational, training, and consulting services; the joint development with industry of proprietary applied technology; and the incubation of and assistance with new, private start-up companies to enhance and market specific research "products" in the information sciences.

Service provided:	Research and transfer of computer science technology from the University to industry
Performed by:	UMass Computer Science faculty
Fee:	Varies
Contact:	Paul McOwen Administrative Director, CRICCS Department of Computer Science Lederle Graduate Research Center University of Massachusetts Box 34610 Amherst, MA 01003-4610
Phone:	(413) 545-2475
FAX:	(413) 545-3729
E-mail:	mcowen@cs.umass.edu

Conference on Hydrocarbon-Contaminated Soils

Every year, the Council for the Health and Environmental Safety of Soils (CHESS) hosts a national conference dealing with issues related to hydrocarbon-contaminated soils. Co-sponsored by the Massachusetts Department of Environmental Protection, these three-day conferences assist and inform a wide range of professionals and consumers who are affected by this field of environmental regulation, including:

* municipal, county, and state officials involved with implementing regulations concerning storage, distribution, and transportation of hydrocarbons
* consultants to property and business owners
* environmental service company executives and engineers
* real estate, insurance, and banking representatives who require audits of soils before property sales.

Hydrocarbon contamination can stem from an industrial source or just a leaking tank in the back yard. This conference helps participants keep ahead of the curve in this field of environmental technology and regulation.

Service provided:	Annual national three-day conference
Performed by:	The UMass Amherst Council for the Health and Environmental Safety of Soils
Fee:	About $500 registration fee; individual workshops additional
Contact:	Paul Kostecki, Managing Director, CHESS Division of Public Health University of Massachusetts Box 30430 Amherst, MA 01003-0430
Phone:	(413) 545-4610

Continuing Education

The Division of Continuing Education at UMass provides access to the academic resources of the University to the general community, to local and national businesses, and to Massachusetts citizens who are not full-time degree students. The Division works closely with the various academic units in planning and offering credit and non-credit programs to meet the needs of nontraditional students. Continuing Education organizes evening courses, post-baccalaureate teacher certification, and Winter Session and Summer Session.

For more information, call (413) 545-2414.

Adventures in Lifelong Learning Workshops

The Adventures in Lifelong Learning program offers a wide range of workshops and seminars to enhance individual personal growth and business skills.

Popular workshops, such as English as a Second Language and microcomputer skills on both IBM and Macintosh, can be tailored to fit a company's particular needs. In addition, many workshops and seminars such as sexual harassment, grant writing, and grammar review for adults, may be held in the workplace.

Service provided:	Workshops and seminars for personal growth and business skill enhancement
Performed by:	Various workshop instructors
Fee:	Varies according to length of course and number of students; competitive fee structure
Contact:	Sarah Faili, Program Coordinator 610 Goodell Building University of Massachusetts Box 33260 Amherst, MA 01003-3260
Phone:	(413) 545-0474

Continuing Education

Artist Business Workshops

The Arts Extension Service (AES) offers workshops to help artists with basic business skills. These fee-based and free services, offered in the spring, teach artists principles of marketing and financial management. "Planning Your Market Strategy" helps artists to select markets, position their products within the market, and determine price, product, promotion, and distribution. "Basic Artist Business Practices" helps develop skills in budgeting, and legal rights in contract and copyrights, and shows artists how to seek funding through grants, commissions, competitions, and other sources.

In addition, Arts Extension maintains an artist and business library that anyone may use free of charge. Located in the AES office, this library contains many reference sources and guidebooks on marketing, grant writing, record keeping, contracts, insurance, and art law, as well as selected periodicals, directories, and national job listings publications. The AES also produces several publications available for a nominal fee.

Service provided:	Workshops and individual consulting on basic business practices; also a library
Performed by:	Arts Extension Service staff
Fee:	Workshops and consulting fees vary; library free
Contact:	Dyan Wiley, Arts Extension Service Goodell Building University of Massachusetts Box 38295 Amherst, MA 01003-8295
Phone:	(413) 545-2360

Continuing Education

Bachelor of General Studies Degree

The Bachelor of General Studies (B.G.S.) is a University of Massachusetts undergraduate degree awarded to part-time students through the Division of Continuing Education. Intended for those who are unable to pursue a traditional full-time undergraduate program due to family, work, or other responsibilities, the B.G.S. program allows students to custom-design academic programs with the assistance of B.G.S. advisers and take the majority of their classes in the evenings.

For more information, call (413) 545-3430.

Professional Development and Certificate Programs

The Division of Continuing Education can meet the requirements of both employers and adult learners who wish to upgrade their skills or change careers. The Professional Development and Certificate Programs help individuals develop the specialized skills needed to function in a rapidly changing society.

Examples of these programs include

* Post-baccalaureate teacher certificate program
* Soil science certificate program
* Real estate principles
* R.N. to B.S.N. program enabling registered nurses to pursue a bachelor of science in nursing
* Approved Pre-Professional Practice Program (AP 4) in dietetics, providing the practical experience necessary to qualify students for the Registered Dietitian (R.D.) examination.

Specific programs and workshops can be designed for individuals or organizations upon request.

For more information, call Kevin Aiken at (413) 545-2111.

Donahue Institute for Governmental Services

The Maurice A. Donahue Institute for Governmental Services is the public service and outreach unit of the University of Massachusetts President's Office, offering services involving economic and organizational development. The Institute maintains offices on the Boston and Amherst campuses as well as several affiliated sites throughout the Commonwealth. Tailored for each of its public, private, and non-profit sector clients, the Institute's services include:

* assessment and technical assistance – organizational, economic, and community development programs
* training and educational services – workplace and entrepreneurial training, occupational re-entry programs, wellness and fitness programs, dislocated worker assistance programs, and international programs
* applied research and evaluation – needs assessment, survey research, and impact evaluations
* other special projects.

Service provided:	Varies according to needs of client
Performed by:	Institute staff and UMass faculty
Fee:	Contracts individually negotiated
Contact:	Donahue Institute 220 Middlesex House University of Massachusetts Box 35520 Amherst, MA 01003-5520
Phone:	(413) 545-0001
Fax:	(413) 545-3420

Energy Analysis and Diagnostic Center

The Energy Analysis and Diagnostic Center (EADC) staff serves small and medium-sized manufacturing plants in New England with annual sales of $75 million or less and no more than 500 employees, and which consume energy at a cost of $1.75 million a year or less. EADC provides no-cost energy efficiency analysis of their plant and process operations.

With funding from the U.S. Department of Energy, EADC has helped over three hundred plants with over 26 million square feet of buildings and annual gross sales totaling $4.75 billion. Energy use at these plants costs over $110 million annually.

The program has recently expanded to include plant waste reduction and productivity studies. EADC industrial assessments will assist manufacturers in reducing energy use and minimizing manufacturing waste by conditioning in-plant industrial energy and waste.With over 1,500 energy conservation measures, the average recommended annual cost savings is $30,000 per year per plant and an average simple payback of fifteen months.

Service provided:	Analysis of energy consumption and recommendation of cost and energy saving measures
Performed by:	UMass faculty and students
Fee:	None for qualified businesses
Contact:	Lawrence Ambs, Director Energy Analysis and Diagnostic Center Mechanical Engineering Department University of Massachusetts Box 32210 Amherst, MA 01003-2210
Phone:	(413) 545-2539
Fax:	(413) 545-1027
E-mail:	ambs@ecs.umass.edu

The Environmental Institute

The Environmental Institute provides environmental research services to public agencies and private firms. The Institute organizes interdisciplinary teams of faculty, staff, and graduate students from the University's academic departments. Five units – the Massachusetts Water Resources Research Center, the Cooperative Agency Program, the Cooperative Marine Education and Research Program, UMass Archaeological Services, and the Office of Geographic Information and Analysis – provide research and training on a broad range of environmental issues and problems, including:

- water resources research and acid rain monitoring
- wetlands policy, research, and education
- land use planning
- environmental policy
- archaeological services
- geographic information systems
- orthophotomapping and wetlands delineation
- marine education and research.

Since 1985, the Institute has completed more than 300 projects for public agencies, cities, and private firms. Call the Institute for help with environmental concerns or consulting needs.

Service provided:	Research and consulting on a wide range of environmental issues and problems
Performed by:	UMass faculty, staff, and graduate students
Fee:	Varies
Contact:	Joseph Larson, Director The Environmental Institute Blaisdell House University of Massachusetts Box 30820 Amherst, MA 01003-0820
Phone:	(413) 545-2842
Fax:	(413) 545-2304
E-mail:	larson@tei.umass.edu

Everywoman's Center

Everywoman's Center (EWC) offers information and referral, training, and counseling services to for-profit and not-for-profit organizations having needs in areas such as culturally appropriate outreach services; sexual harassment education and training; and cultural, social, and educational programming for women of color. To meet the needs of a variety of organizations, EWC offers:

* Rape Crisis Services: In addition to 24-hour comprehensive rape crisis services, EWC offers educational workshops and supervisor and counselor trainings for schools, human service organizations, businesess, and hospitals.
* Information and referral services: EWC's current comprehensive listing of over 6,000 area professionals and services offers quick and accurate references for those seeking assistance in health, legal, medical, and other fields.
* Counseling services: As Hampshire County's only free counseling center, EWC offers assessment and referral as well as individual and couples counseling.

Many services are available in Spanish.

Services provided:	Counseling, advocacy, training information and referral and other services for women
Performed by:	Staff and students. Counseling and rape crisis services supervised by licensed clinicians
Fee:	None
Contact:	Carol Wallace, Director Everywoman's Center Wilder Hall University of Massachusetts Box 38520 Amherst, MA 01003-8520
Phone:	(413) 545-0883 (TTY)
Fax:	(413) 545-3843

Executive and Senior Manager Education

The School of Management offers on-campus or on-site education for business executives and senior managers. These one-day to week-long offerings are taught by UMass faculty and cover areas such as communication skills, leadership skills, finance, accounting, and strategic planning.

An example of this effort is the Business Certificate Program, which offers professionals a unique opportunity to upgrade management skills in a short time. This 72-hour non-credit course covers the fundamentals of finance, accounting, management, and economics and is taught by three selected professors from the School of Management. Successful completion of the Business Certificate Program fulfills prerequisite requirements for applicants to the Professional M.B.A. program who do not hold bachelor's degrees in business or management.

Service provided:	Specialized education in business and management areas for executives and senior managers
Performed by:	UMass School of Management faculty
Fee:	Varies according to subject matter and number of students; Business Certificate Program is $1,600
Contact:	Stephen Demski Director, Office of External Programs School of Management University of Massachusetts Box 34910 Amherst, MA 01003-4910
Phone:	(413) 545-5652

Faculty Consulting Referrals

Finding a faculty consultant to provide expert help for any business can be as simple as making a phone call. The Office of Research Affairs can provide contact with a UMass faculty or staff member who is interested in researching or is currently investigating an issue or problem related to the requesting company.

Using a thesaurus of key words and phrases, the Research Affairs staff can help define the nature of a caller's request and narrow the search to particular needs. The database of University researchers and scholars covers the entire spectrum of University research – from issues as specific as evaporation technology to broad areas such as international marketing.

Service provided:	Referral to UMass scholars
Performed by:	Office of Research Affairs staff
Fee:	Database search and referral free; faculty consultations vary
Contact:	Bruce McCandless, Director Office of Research Affairs 517 Goodell Building University of Massachusetts Box 33220 Amherst, MA 01003-3220
Phone:	(413) 545-3428

Family Business Center

The University's newly formed Family Business Center helps family businesses to creatively manage their unique challenges. Drawing upon the strengths of the University as well as the experience of its board of family business owners, the Family Business Center provides large, family-owned businesses in western New England with an array of helpful resources such as:

* educational seminars and forums
* a non-competitive support network of members
* counseling on different obstacles specific to family businesses.

Service provided:	Workshops, seminars, newsletter, networking opportunities
Performed by:	Faculty and area business people
Fee:	Membership fee
Contact:	Ira Bryck, Director Family Business Center 608 Goodell Building University of Massachusetts Box 33260 Amherst, MA 01003-3260
Phone:	(413) 545-1537
Fax:	(413) 545-3351

Flow Cytometry Facility

The Flow Cytometry Facility is available for analysis and sorting of suitably prepared cell samples. With the use of a Becton-Dickinson FACScan for three-color flourescence analysis, and a two-color FACStar Plus sorter, the facility is able to sort cells for medical, cellular, and molecular biology research. Clients are offered use of the FACScan and a trained technician is available for operation of the FACStar Plus. Faculty provide consultation, training, project design, methods, and quality control.

Service Provided:	Flow cytometry and consultation
Performed by:	Client or UMass faculty and staff
Fee:	$50 per hour for client operated FACScan data retrieval. Varies for technical operation and sorting
Contact:	Eric Martz or Cheryl Cote Program in Molecular and Cell Biology 435 Morrill Science Center North 1 University of Massachusetts Box 35725 Amherst, MA 01003-5725
Phone:	(413) 545-3246
Fax:	(413) 545-1812
E-mail:	emartz@microbio.umass.edu

Food Science Pilot Plant

The Food Science Pilot Plant offers facilities for testing and evaluating pilot-scale processes for new products. Before making large capital expenditures, companies assess and develop new products at the plant before proceeding to a full manufacturing scale.

Recent clients of the Food Science Pilot Plant include Veryfine Products of Littleton, Mass. Veryfine has doubled its gross volume of sales during the three-year period in which it has collaborated with the department on the development of 10 successful products.

Service provided:	Pilot plant facilities to test new food products and food production processes
Performed by:	UMass faculty and students
Fee:	Varies
Contact:	Pavinee Chinachoti Associate Professor Department of Food Science Chenoweth Laboratory University of Massachusetts Box 31410 Amherst, MA 01003-1410
Phone:	(413) 545-1025
Fax:	(413) 545-1262

Institute in Drinking Water Treatment

The Institute in Drinking Water Treatment presents the fundamentals and new technologies of drinking water treatment processes. In addition to introducing new developments in the field, the Institute uses teaching materials to present applications dealing with existing and proposed regulatory requirements.

Water treatment professionals including environmental engineering consultants and state and federal regulatory personnel plan to use pilot-scale and full-scale plant case studies to understand the applications of such topics as:

* Properties of viruses, bacteria, cryptosporidium, giardia, and algae
* Filtration, dissolved air flotation, and ozonation
* Ozonation and coagulation fundamentals
* Particles in water: colloid stability, particle counting, and turbidity.

Service provided:	Training in new developments and technologies
Performed by:	UMass faculty
Fee:	$600 (three-day course)
Contact:	James K. Edzwald Environmental Engineering Program Department of Civil and Environmental Engineering Marston Hall University of Massachusetts Box 35205 Amherst, MA 01003-5205
Phone:	(413) 545-0685
Fax:	(413) 545-2202
E-mail:	edzwald@ecs.umass.edu

Job Search System

The Student Job Search System is a computerized program that matches employer needs with qualified UMass students seeking temporary, non-professional, part-time or seasonal employment while still taking courses toward a degree. Operated by the Student Employment Office, this system selects applicants by matching their qualifications and background with specified job requirements.

The Student Employment Office can refer employers to other campus resources, such as advertising in the student daily newspaper, *The Collegian.*

Service provided:	Computerized search and referral of qualified student employees to specified employment vacancies and other services
Performed by:	Student Employment Office staff
Fee:	None; varies for special services
Contact:	Student Employment Office 243 Whitmore Administration Building University of Massachusetts Box 38230 Amherst, MA 01003-8230
Phone:	(413) 545-1951

Manufacturing Partnership of Western Massachusetts

The Manufacturing Partnership of Western Massachusetts (MPWM) is a non-profit corporation which assists small and medium-sized manufacturers. The MPWM works "on demand" with industry to solve problems relating to business, management, engineering, and manufacturing. The MPWM will assess clients' needs, link clients with service providers, develop programs of assistance, and share with the client the costs of those services.

The MPWM is funded by the National Institute of Standards and Technology and the Commonwealth. Affiliated with the statewide Massachusetts Manufacturing Partnership and one of five regional corporations throughout the state, it is governed by a board of Western Massachusetts manufacturers and service providers including the University chancellor and the deans of management and engineering, and community college presidents. While not a University program, the MPWM is able to draw on relevant University and other expertise to support manufacturers in Western Massachusetts.

Service Provided:	Assistance to manufacturers in Western Massachusetts
Performed by:	Variety of service providers; including but not limited to, University faculty and staff
Contact:	David Klausmeyer, Executive Director Manufacturing Partnership of Western Massachusetts 174 Brush Hill Ave. W. Springfield, MA 01089
Phone:	(413) 747-7800
Fax:	(413) 747-7870

Mass Spectrometry Facility

Using state-of-the-art equipment, the Mass Spectrometry Facility provides qualitative and quantitative analysis of organic compounds. The applications of the chemical support offered vary from the identification of flavoring agents and toxins in food, to locating trace amounts of petroleum and pesticide residues in soil, water, and air. In addition to analysis services, the Facility conducts extramurally funded research programs in the areas of food composition and quality. One of the laboratory's principal areas of expertise is the analysis of pollutants in food, water, and the environment. Food processors, farmers, small and medium-sized manufacturing firms, and environmental consulting agencies will benefit from the in-depth analysis provided by the Mass Spectrometry Facility.

Service provided:	Analytical chemical support
Performed by:	Faculty and staff
Fee:	Varies according to contract. Based on fee of $100 per hour
Contact:	Thomas L. Potter, Director Mass Spectrometry Facility Department of Food Science Chenoweth Laboratory University of Massachusetts Box 31415 Amherst, MA 01003-1415
Phone:	(413) 545-3505
Fax:	(413) 545-5910
E-mail:	tpotter@foodsci.umass.edu

Mass Ventures

The Massachusetts Ventures Corporation ("Mass Ventures"), a private company, provides business development services to technology-based companies with the potential for high growth.

The independent, not-for-profit corporation was established by the University of Massachusetts Amherst and the Pioneer Valley Economic Council (CEOs of the region's largest employers) with support of the regional Plan for Progress. Business and technology leadership, and matching support from the Commonwealth of Massachusetts, make Mass Ventures a nexus of the resources needed to build a more entrepreneurial environment in Western Massachusetts.

Mass Ventures' services include:

* A venture forum held at regular intervals throughout the year, in cooperation with the Massachusetts Small Business Development Center. Call either office for information on this meeting place for investors, entrepreneurs, and academic leaders where business plan presentations are made and discussed.
* A regionally based venture capital fund of $10 to $20 million to fuel expanding and early-state companies.
* An incubator and "Mass Venture Center" adjacent to the University.
* Identification and evaluation of promising technologies and provision of business planning, marketing, and financial services to launch and grow new ventures.

Service provided:	Venture forums; venture capital fund; incubator services
Performed by:	Mass Ventures staff and network of contacts
Fee:	Some services are free; otherwise fees vary
Contact:	Tripp Peake, President *Amherst:* 611 Belchertown Road Amherst, MA 01002 *Springfield:* 1350 Main Street, 3rd Floor Springfield, MA 01103
Phone:	Amherst: (413) 253-0330 Springfield: (413) 787-1555
Fax:	Amherst: (413) 256-8012 Springfield: (413) 731-8530

Massachusetts Institute for Social and Economic Research

The Massachusetts Institute for Social and Economic Research (MISER), an interdisciplinary research institute, conducts research on planning, strategy, and forecasting with an emphasis on social, economic, and demographic issues. This work assists government agencies in forming public policy and provides business and industry with strategies for planning.

MISER archives and disseminates all Massachusetts data from the National Bureau of the Census including:

* Annual current population surveys
* Quintennial economic censuses
* Equal employment opportunity reports
* Building permits and demolitions
* County business patterns.

MISER provides programming, analysis, and reporting services to state agencies, local governments, and the public.

To help potential exporters locate the best foreign markets for their products, MISER has developed a system that contains foreign trade export data by state of origin. MISER's foreign trade data has been purchased by organizations around the world.

In the field of employment studies, MISER involves businesses and educational institutions in the development of training programs that address current workforce demands, provide information to students and employers concerning training and occupational changes, and evaluate the effectiveness of training programs.

Service provided:	Access to data and reports from a wide range of sources
Performed by:	MISER staff
Fee:	Varies
Contact:	Valerie Conti MISER 128 Thompson Hall University of Massachusetts Box 37515 Amherst, MA 01003-7515
Phone:	(413) 545-3460
Fax:	(413) 545-3686
E-mail:	miser@miser.umass.edu

Massachusetts Nutrient Data Bank

The Massachusetts Nutrient Data Bank (MNDB) provides computer-assisted evaluations of dietary intake information for research, clinical, and educational programs, individual or group evaluations, or product development.

The MNDB offers comprehensive dietary, menu, and recipe analysis for calorie and nutrient values. The standard dietary analysis program provides a food-by-food listing of kilocalories and 16 basic nutrients summarized over periods of meals and days. Analyses of daily intake totals include an additional nine nutrients, three nutrient ratios, and the percent distribution of calories from protein, fat, and carbohydrates. This program can also be used to evaluate menu plans for nutritional adequacy against established standards and in relation to nutrient density.

The recipe analysis program provides a listing of 58 different nutrients, the nutrients contained in one serving, and the nutrient composition of each ingredient in a recipe.

Service provided:	Nutrient evaluation of recipes, meals, diet and product labeling
Performed by:	MNDB staff
Fee:	Varies based on type of analysis, number of items to be evaluated, and the extent of special handling
Contact:	Mary Jane Laus Department of Nutrition Chenoweth Laboratory University of Massachusetts Box 31420 Amherst, MA 01003-1420
Phone:	(413) 545-4238
Fax:	(413) 545-1074
E-mail:	laus@nutrition.umass.edu

Massachusetts Small Business Development Center

The Massachusetts Small Business Development Center (MSBDC) provides free one-on-one counseling assistance to prospective and existing small businesses in Massachusetts in business plan development, finance, cash flow management, human resource issues, and domestic and international marketing. A statewide network of five regional centers and three specialty center programs delivers these services.

In fiscal year 1993, the MSBDC counseled over 4,400 clients and offered 125 training programs for more than 2,500 attendees.

Regional centers are located in Springfield, Chestnut Hill, Fall River, Salem, and Worcester, with specialty centers providing assistance in capital formation, minority business assistance, and international trade. Anyone seeking assistance can reach one of the 32 outreach sites across the state in 30 minutes or less. Outreach sites in Western Massachusetts are in Amherst, Athol, Chicopee, Greenfield, Holyoke, Northampton, Palmer, Pittsfield, and Westfield.

The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Executive Office of Economic Affairs, and a consortium of higher education institutions led by the University of Massachusetts Amherst.

Service provided:	Counseling to prospective and existing small businesses; management training programs also offered
Performed by:	MSBDC staff
Fee:	Counseling free; training programs are offered for a nominal fee
Contact:	John Ciccarelli, Director Massachusetts Small Business Development Center 205 School of Management University of Massachusetts Box 34935 Amherst, MA 01003-4935
Phone:	(413) 545-6301
Fax:	(413) 545-1272

Professional M.B.A.

The School of Management offers a unique career-building program for professionals and managers looking to change careers, advance in their organizations, or improve their business skills – the Professional Master of Business Administration (P.M.B.A.) degree program.

All classes for this accredited 36-credit program are taught in the evening by UMass faculty on the campus of Holyoke Community College. By taking two courses each semester and in the summer, the Professional M.B.A. can be completed part-time in about 24 months.

This is a great opportunity for working professionals to achieve a top-flight graduate business education at a reasonable cost.

Service provided:	Professional Master of Business Administration degree program for those with three years of professional or managerial work experience and an undergraduate degree; prerequisites vary according to applicant's background and experience
Performed by:	UMass School of Management faculty
Fee:	Tuition less than $300 per credit
Contact:	Stephen Demski Director, Office of External Programs School of Management University of Massachusetts Box 34910 Amherst, MA 01003-4910
Phone:	(413) 545-5652

Safeline

Safeline provides helpful information and consulting services on a variety of occupational safety and health topics. Safeline staff will assist callers by telephone and will also mail additional materials if necessary. Areas in which Safeline may be of assistance include:

* Massachusetts Right-to-Know Law
* Toxic effects of chemicals
* Chemical storage
* Hazardous waste managemnt
* General fire safety and code enforcement
* Biohazards
* Laboratory safety
* Pesticides

This service is offered as a benefit of membership by the Western Massachusetts Safety Council. For WMSC membership information, call 1-800-359-9717.

Service provided:	Telephone consulting
Performcd by:	UMass staff
Fee:	No fee for Safety Council members; hourly rate for others
Contact:	Donald A. Robinson, Director Environmental Health and Safety N 414 Morrill Science Center Box 35710 University of Massachusetts Amherst, MA 01003-5710
Phone:	(413) 545-2682
Fax:	(413) 545-2600
E-Mail:	d.robinson@dpc.umassp.edu

Scientific Glassblowing Laboratory

The Scientific Glassblowing Laboratory provides glassblowing services for research purposes for all departments of the University as well as the Five College community and area businesses. The laboratory will restore broken glassware as well as fabricate new systems. The Glassblowing Laboratory can modify existing equipment such as distilling columns, traps, and condensers from a sketch of the needed material.

In addition to its large professional facility, the Glassblowing Laboratory also offers a ten-bench teaching laboratory. A three-hour class in basic glassblowing techniques is offered each semester.

Service provided:	Glassblowing services for research objectives
Performed by:	UMass faculty
Fee:	Varies
Contact:	Larry R. Williams, Director Scientific Glassblowing Laboratory Room A19 Lederle GRC University of Massachusetts Box 34260 Amherst, MA 01003-4260
Phone:	(413) 545-2185
Fax:	(413) 545-3754

Social and Demographic Research Institute (SADRI)

The Social and Demographic Research Institute (SADRI) of the University's Department of Sociology provides administrative and technical support for research activities. Through SADRI, agencies and companies can arrange for consulting and contractual research services in research design, project evaluations, statistical methods, grant preparation, demographic studies, surveys, and data analysis.

In addition, research at SADRI covers a broad range of topics, many of which are relevant to problems faced by businesses and community organizations. Recent examples of such research include:

* "Equity of Waste Disposal Siting" (WMX Technologies)
* "Race, Ethnicity and Employment" (Russell Sage Foundation)
* "Child Care Dilemmas" (Rockefeller Foundation)
* "Caring for the Severely Mentally Ill" (National Institute of Public Health)
* "Evaluation of Springfield and Holyoke JTPA Dropout Programs" (Holyoke and Springfield public school systems)
* "Springfield Library Planning Study" (Contract).

Contact SADRI to obtain a copy of these and other research results.

Service provided:	Research assistance, computing facilities and consultation
Performed by:	UMass faculty, graduate students and staff
Fee:	Varies according to individual contracts
Contact:	Douglas L. Anderton Professor of Sociology SADRI, Machmer W-34 University of Massachusetts Box 34830 Amherst, MA 01003-4830
Phone:	(413) 545-3416
Fax:	(413) 524-0746

The Translation Center

The Translation Center provides a full range of cross-cultural communication services for businesses that wish to access the global economy and for service organizations that wish to better target ethnic communities. By investing in international campaigns, businesses can open up new markets. Through translation, service organizations can deliver their services more efficiently and lower costs.

The University has many scholars with diverse language and cross-cultural communication skills. The Translation Center can find you a translator who is also an expert in your specific field, whether it is business, law, medicine, science, computers, politics or literature. Services include:

* Translation into over 50 languages
* Interpretation – simultaneous and consecutive
* Multilingual word-processing and design
* Customized language learning – tutors and tapes
* Summaries of foreign language articles
* Analysis of international marketing materials
* Workshops on international communication
* Tour guides

Documents translated include advertisements, faxes, menus, medical records, operation manuals, travel brochures, newspaper articles, and academic essays. Service is fast, accurate, and affordable. Let us help you develop marketing strategies for the 1990s.

Services provided:	Cross-cultural communication
Performed by:	Faculty, students, and staff from the University and Five College community
Fees:	Approximately ten cents per word ($25/page); surcharges for technical texts, lesser known languages, advertisements, graphic design, camera ready copy, and rush service
Contact:	Edwin Gentzler, Director The Translation Center 309 South College University of Massachusetts Box 37115 Amherst, MA 01003-7115
Phone:	(413) 545-2203
Fax:	(413) 545-0908
E-mail:	gentzler@complit.umass.edu

Transportation Center

The University of Massachusetts Transportation Center (UMTC), the focal point of transportation research for the five-campus UMass system, provides research and support services for virtually every area pertaining to transportation in the public and private sectors. The UMTC enables clients to access a wide range of expertise, facilities, and materials available throughout the University. The Center draws upon that multidisciplinary expertise to form teams, partnerships, and coalitions that make significant contributions to intermodal transportation and research in such areas as planning, policy, safety, environmental issues, education, technology transfer, and economics. In addition, UMTC has particular experience in the areas of highways, travel time, and pollution issues.

Service provided:	Research and consulting on wide variety of issues related to all forms of transportation.
Performed by:	Faculty, staff and students
Fee:	Varies
Contact:	Dr. William H. Highter, Director Transportation Center 224 Marston Hall Box: 35223 University of Massachusetts Amherst, MA 01003-5223
Phone:	(413) 545-3728
Fax:	(413) 545-2840
E-mail:	highter@ecs.umass.edu

UMass Answers

UMass Answers is a toll-free number for business, industry, and government providing information referral to about 100 UMass Amherst offices. For anyone needing help from the University and who doesn't know where to look or whom to ask, UMass Answers is a good place to start.

Dial 1-800-282-7708

UMass Extension

UMass Extension helps people and organizations put knowledge to work. Through the creation, communication, and application of knowledge, UMass Extension enhances economic development and environmental quality. Six regional centers, four project sites, and numerous flex-sites allow UMass Extension to maintain a connection with communities throughout the Commonwealth.

UMass Extension supports four major program areas:

* The Agroecology Program works with agricultural producers, policy makers, consumers, and the green industry in developing and applying new technologies for safe, affordable food and a clean environment.
* The Natural Resources and Environmental Conservation Program enables individuals, businesses, towns and communities to enhance environmental protection and manage natural resources for economic development.
* The Nutrition, Diet and Health Program promotes healthy diets, encourages the reduction of risks from foodborne illness and chronic disease, and emphasizes efficient management of food resources through research-based education.
* The 4-H Youth and Family Development Program helps young people enhance their leadership and life skills, strengthens families through parenting and resource management education, and enables communities to sustain long-term positive change through holistic volunteer and community development.

Service provided:	Problem solving, non-formal education programs, formal workshops and training courses, policy analysis and applied research
Fee:	Varies
Contact:	John M. Gerber, Associate Director UMass Extension 212 Stockbridge Hall University of Massachusetts Box 30099 Amherst, MA 01003-0099
Phone:	(413) 545-4800
Fax:	(413) 545-6555
E-mail:	jgerber@umext.umass.edu

University Career Center

The University Career Center is a source for talented, job-ready candidates, including working undergraduates, recent graduates, and seasoned alumni, from over a hundred disciplines.

The Career Center provides employer assistance in:

* Electronic resume referral: for immediate employment needs
* On-campus recruiting program: for anticipated workforce needs
* Field Experience Program: for temporary project-based needs such as co-ops and interns
* Annual, campuswide career fairs and information sessions: for employer visibility
* A diversity coordinator: for assistance with workplace diversity needs
* A professional, proactive, employer friendly staff: providing liaison service to academic departments.

Service provided:	A full range of workforce development assistance and access to University students, recent graduates, and experienced alumni
Performed by:	Career Center Staff
Fee:	None
Contact:	Joan Stoia Director of Career Services University Career Center Mather Building Box 35310 Amherst, MA 01003-5310
Phone:	(413) 545-6253
Fax:	(413) 545-4426

University Conference Services

University Conference Services offers full-service meeting and conference facilities for groups of 10 or 10,000. Small and medium-sized gatherings can employ the facilities at the Campus Center; large organizations can take advantage of the Mullins Center.

Through Conference Services, meetings and conferences have access to University facilities, which include 116 full-service hotel rooms in the Campus Center, restaurants, meeting space, and one of the loveliest settings in Western Massachusetts. During the summer, from late May to mid-August, services are expanded to include the 10,600-bed residence hall system, cafeteria style dining in the campus dining halls, and access to the 10,000-seat Mullins Center.

University Conference Services also offers computerized registration services for meetings at the University or at other sites. Registration services include assisting with registration forms, mailings, full pre-registration, on-site distribution of attendee materials, final management reports, and attendee lists.

Service provided:	Full-service meeting and conference facilities for groups ranging in size from 10 to 10,000
Performed by:	University Conference Services staff
Fee:	Varies
Contact:	Elizabeth Dale Director Conference Services 918 Campus Center University of Massachusetts Box 31210 Amherst, MA 01003-1210
Phone:	(413) 545-2591
Fax:	(413) 545-0050

University Library

The University's W.E.B. Du Bois Library's vast research collection is available to help with information needs. Massachusetts residents with a picture identification can obtain a University Library card.

The University Library employs a business reference librarian whose particular field of expertise is finding materials and sources that a company may need.

Among the services provided is LS 2000, an on-line catalog of the UMass and Five College library collections that can be accessed from off campus using a modem and a personal computer.

The Library's fee-based computer search services provide fast access to a wide range of information on any subject for which a computer search is possible. Cost of this service depends on the database or databases being searched, the length of the search, and the amount of material retrieved. A reference librarian can assist in creating a search strategy.

The Library has a growing collection of reference material useful to businesses available on CD-ROM. This valuable source of information is free of charge.

Service provided:	Access to the University's vast research collection through on-line card catalog and computer search services
Performed by:	Library staff
Fee:	On-line card catalog free; in-person computer searches free; fees for database searches conducted by library staff vary
Contact:	Business Reference Librarian Reference Department W.E.B. Du Bois Library University of Massachusetts Box 34710 Amherst, MA 01003-4710
Phone:	(413) 545-0150

Government Documents Depository

The University Library is a depository for federal government documents and publications, and has about 85 percent of the available material. Located in the Tower Library, this collection houses a wide variety of federal publications on paper, microfiche or compact disk.

Examples of materials in the collection are the Congressional Record, the Federal Register, informational publications, research and special reports, Congressional committee hearings and reports, official statistics, and decennial census data on population, housing, and economics. In addition, Government Documents has official Massachusetts publications, local documents, and copies of the official records and public documents of the United Nations.

For a particular government document, call the number below. Massachusetts residents with a University Library card can check out many documents in the collection.

Service provided:	Access to most federal publications; state, local and UN documents also available
Performed by:	Library staff
Fee:	None
Contact:	Bill Thompson, Head of Documents W.E.B. Du Bois Library University of Massachusetts, Box 34710 Amherst, MA 01003-4710
Phone:	(413) 545-2765

Patent and Trademark Depository

The UMass Physical Sciences Library is one of the U.S. Patent and Trademark Office's 75 national satellite collections. The library has all U.S. patents from 1950 to the present on microfilm. Inventors and others may conduct patent searches with the assistance of library staff.

In addition, the library holds records of U.S. trademarks on CD-ROM. Searches for trademarked words or phrases can be conducted by telephone. A call will usually provide an answer.

Service provided:	Search of U.S. trademarks; assistance with U.S. patent search
Performed by:	Library staff
Fee:	None
Contact:	Eric Esau, Head of Physical Sciences Library Lederle Graduate Research Center University of Massachusetts Box 34630 Amherst, MA 01003-4630
Phone:	(413) 545-1370

University Without Walls

University Without Walls (UWW) is a flexible degree program serving those unable to pursue traditional undergraduate degrees. UWW offers a first-rate university education to busy working adults and enables them to incorporate management, sales or other important experiences in a bachelor's degree program.

Each UWW student designs an individualized degree program that incorporates past college credit, experiential learning, and new academic work. University credit toward a bachelor's degree may be awarded for learning acquired through life or work experience. Students work closely with academic advisers who suggest faculty and course selections and help with developing an individualized degree program.

Service provided:	Individually designed bachelor's degrees for non-traditional students with credit awarded for some previous work and life experiences
Performed by:	UMass faculty and staff
Fee:	Regular University tuition and fees; $100 per semester advising fee, and sliding prior learning assessment fee
Contact:	*Amherst:* Montague House University of Massachusetts Box 35610 Amherst, MA 01003-5610 *Springfield:* Room 267, Garvey Hall Springfield Technical Community College Springfield, MA 01101
Phone:	Amherst: (413) 545-1378 Springfield: (413) 732-5262

Video Instructional Program

The Video Instructional Program (VIP) at UMass provides working engineers access to the same engineering courses offered to on-campus students. VIP students can earn one of two master's degrees or audit a course without ever setting foot on the Amherst campus.

Using videotape and satellite broadcast, the VIP delivers credit and non-credit courses to professional engineers from more than 300 companies across the country, including Digital Equipment, Raytheon, Mitre and New England Telephone. These and other businesses register some 1,500 employees annually. Students communicate directly with faculty during live broadcast and reserved VIP phone hours or through electronic mail.

Businesses choose this 20-year-old program not only for its outstanding faculty, excellent service, and flexible time schedule, but also because employees can earn a master's degree at their workplace in their spare time.

Service provided:	Graduate education in engineering and other related fields; two master's degrees, credit, non-credit and short courses offered via satellite broadcast or videotape
Performed by:	Courses taught by UMass faculty; technical and support services provided by VIP staff
Fee:	$1,125 per three-credit course (registration and billing fees additional); rental and purchase fees for non-credit courses vary; course offerings and fees may alter by semester
Contact:	Video Instructional Program College of Engineering Marcus Hall Box 35115 University of Massachusetts Amherst, MA 01003-5115
Phone:	(413) 545-0063
Fax:	(413) 545-1227
E-mail:	vip@vip.ecs.umass.edu
World Wide Web:	http://zonker.ecs.umass.edu/vip/index.html

Broadcast Facility

The Broadcast Facility is an integral part of the VIP. In addition to broadcasting courses from the University, the VIP also uses its two Ku-band earth station antennas to meet Western Massachusetts' broadcast needs. Whether covering a conference on the UMass campus or a ground-breaking news story, the VIP can uplink the necessary information to any site in the country or worldwide. In order to meet both viewing and broadcasting needs, VIP possesses three sound-proof, fully equipped studios.

Service provided:	Ku-band uplink and downlink
Performed by:	VIP staff
Fee:	Varies
Contact:	Elisabeth D. Bowman Video Instructional Program College of Engineering Marcus Hall Box: 35115 University of Massachusetts Amherst, MA 01003-5115
Phone:	(413) 545-0063
Fax:	(413) 545-1227
E-mail:	vip@vip.ecs.umass.edu

Writing and Editing Services

The Professional Writing/Technical Communications Program prepares UMass upperclass students to enter numerous professions which require writing and editing. A pilot program has been established for these students in conjunction with the Massachusetts Small Business Development Association.

Undergraduate and/or graduate students provide writing and editing of complex documents, books, and articles, and aid with any communications requiring factual, stylistic or audience-centered proofreading or copy editing. Students are trained to rewrite or update current documents or create new ones. Typical projects involve software or service manuals, grant proposals, information sheets or marketing writing.

Service provided:	On-site (within a 50-mile radius of Amherst), or off-site writing, rewriting, formatting, editing, black-and-white scanning or proofreading of a wide variety of documents; PC and Mac formats available
Performed by:	Undergraduate and graduate students in the Professional Writing/Technical Communication Program in the Department of English
Fee:	$8.00 per hour as direct payment for services, or payment through UMass work study, internship or co-op
Contact:	Professor John R. Nelson, Jr. Director, Professional Writing/Technical Communication Program Department of English Bartlett Hall University of Massachusetts Box 30515 Amherst, MA 01003-0515
Phone:	(413) 545-3560 (413) 549-6025
Fax:	(413) 545-3880
E-mail:	nelson@english.umass.edu

Services by Western Massachusetts Electric Co. (WMECO)

Electro-Technology

WMECO has access to information and resources on the latest developments in electro-technology research through its affiliation with the Electric Power Research Institute (EPRI). Expertise is available through EPRI's Center for Materials Processing to WMECO customers in numerous industry segments including plastics, metal working, and paper making.

For example, WMECO is participating in a project sponsored by EPRI to reclaim sand used in the casting process. In the past the sand was discarded, but to save money and reduce environmental concerns, new processes using very high temperatures can remove residue now contained in the sand. WMECO is helping Western Massachusetts foundries determine whether they can reclaim the material by paying the cost of testing local foundry sand in Pittsburgh.

Massachusetts Alliance for Economic Development

WMECO is a founding member of the electric utility-initiated "Massachusetts Alliance for Economic Development" (MAED). The organization is developing a statewide economic development resource center and is operating a site-finder service to help companies match their real estate needs with appropriate industrial sites within the Commonwealth. This will make it easier to assist businesses who wish to locate or expand in Massachusetts to find available properties that meet their requirements.

Energy Conservation

With one of the nation's most extensive energy conservation programs available to commercial and industrial customer, WMECO expects to make approximately $10 million available to commercial and industrial customers in 1995 to help them to improve their efficiency. Programs include:

* Cash incentives to companies that retrofit their existing facilities to improve the electric efficiency of their operations. The focus is on lighting, motors, heating, ventilating, and air conditioning and computerized energy management systems
* Cash incentives to developers who incorporate energy saving construction techniques into their new facilities
* Cash incentives to commercial and industrial customers who replace older lighting systems with new energy-efficient lighting
* Energy audits and cash incentives to small industrial and commercial customers who install efficient lighting, motors, refrigeration, and HVAC equipment.

These are the highlights of WMECO's programs for commercial and industrial customers:

* Motor Rebate Program: Incentives are paid for the installation of premium efficiency three-phase motors of one to 250 horsepower or larger
* Energy Conscious Construction: Design assistance and energy-efficiency incentives for new construction are given in the areas of lighting, energy-efficient motors, HVAC systems and controls
* Lighting Rebate Program: Incentives for the installation of indoor energy-efficient lighting systems in existing buildings
* Energy Action Program: Shared cost of a detailed Energy Analysis Survey of a participating facility's electrical system and equipment. Direct cash incentives are paid for the installation of cost-effective energy conservation measures. This program is available after a 12-month history has been established and recorded at the participating facility
* EnergyCHECK: A commercial and industrial conservation program designed to help both small and medium-sized customers using up to 250 kW of power. This cost-share program helps customers with incentives for the installation of energy efficient lighting, HVAC, motors, and refrigeration.

Contact:
WMECO
Regional Conservation and Load Management Department
(413) 785-5871, Extension 2079

Customer Engineering and Marketing Services

Through its four district "Customer Engineering and Marketing Services" offices, WMECO engineers and marketing professionals can provide potential and existing customers expert advice on power service requirements, power quality problems, and electrotechnology issues. In addition, WMECO is widely recognized for its service reliability and maintenance of adequate power supplies for its customers.

Economic Development and Business Rates

WMECO can offer up to five years of reduced electric rates to companies that are considering moving into Western Massachusetts, expanding their operations here or contemplating moving their operations outside the area.

During the first year the rates were available, approximately 13 Western Massachusetts employers qualified, helping to save or create nearly 1,000 jobs.

The rates, approved by state regulators, are designed to keep the region's manufacturers and their jobs here. The reductions, which can be quite substantial, are negotiated individually with each company that expresses an interest. Discounts are temporary and are designed to be used in conjunction with state and local incentives and with other assistance, including WMECO's energy conservation programs.

The University of Massachusetts is ready to serve business and industry in all areas of the Commonwealth. For additional information or assistance, please contact any of the individuals listed below at the President's Office or another UMass campus.

UMass Amherst

Jaymie Chernoff, Director
Office of Economic Development
Goodell Building
University of Massachusetts
Box 33293
Amherst, MA 01003-3293
(413) 545-4516

UMass Boston

Office of the Chancellor
100 Morrissey Blvd.
Boston, MA 02125-3393
(617) 287-6800

UMass Dartmouth

Ron McNeil, Dean
College of Business and Industry
Old Westport Road
North Dartmouth, MA 02747

UMass Lowell

Fred Sperounis
Vice Chancellor for University Relations
One University Avenue
Lowell, MA 01854
(508) 934-2202

UMass Medical Center, Worcester

Joseph McGuirl
Director of Technology Transfer
55 Lake Avenue North
Worcester, MA 01655
(508) 856-5050

The President's Office

Tom Chmura
Vice President for Economic Development
Lynn Griesemer
Associate Vice President
18 Tremont Street Suite 800
Boston, MA 02108
(617) 287-7000

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